

automatically placing branding information of the operator of the directory website in the information shopping cart with the selected information items, so that the branding information identifying the operator of the directory website is displayed at the portable device with the information items.

REMARKS/ARGUMENTS

This Amendment is in response to the Office Action of April 20, 2007, in which the Examiner (1) rejected claims 2, 4, 23, 25, and 26 under 35 USC 103(a) as being unpatentable over the JunglePort services, items U through X in PTO-892 ("JunglePort").

Applicant respectfully traverses the rejection of the claims and requests reconsideration in view of the remarks herein.

Both independent claims 23 and 26 recite, in addition to other limitations, "automatically placing branding information in the information shopping cart with the information items, so that the branding information is displayed at the portable device with the information items, wherein the branding information identifies the operator of the directory website."

The Examiner states in the Office Action that it would have been obvious for the system described in JunglePort to include at least the "JunglePort logo, JunglePort website address or other branding information in order to JunglePort itself to receive a similar marketing benefit" as is given to its paid advertisers (Remarks, Page 5). The Examiner has not cited a reference to support this position.

As Applicant pointed out in his earlier response, because of the intense competition in the yellow pages industry and the need for developing strong consumer recognition of a yellow pages brand (in order to market the value of the brand to prospective advertisers), it is a significant advantage for a user to see the brand and source of the yellow pages listings (with selected additional directory items) that are displayed on the portable device as claimed.

Applicant's method is directed to a user obtaining information from a yellow pages directory website, not a map-based site as in JunglePort. JunglePort is not a yellow pages

directory website. In the JunglePort system, the user selects maps and uses those maps to download other items, including restaurants and yellow page listings (JunglePort "V", page1). There would be no reason in the JunglePort system (unlike a yellow pages directory website) for displaying a yellow pages directory brand on the portable device when implementing the JunglePort system, since the displaced information is map-based and is not provided by a yellow pages website. Accordingly Applicant believes JunglePort does not teach, show or suggest this feature, and Applicant's claimed subject matter is distinguishable.

CONCLUSION

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance. The issuance of a formal Notice of Allowance at an early date is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 303-571-4000.

Respectfully submitted,

/Stephen F. Jewett/
Stephen F. Jewett
Reg. No. 27,565

TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center, Eighth Floor
San Francisco, California 94111-3834
Tel: 303-571-4000
Fax: 415-576-0300
Attachments
SFJ:slb
61086331 v1